

Message Text

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14

ACTION EA-09

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R 021127Z JUL 76

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 369

UNCLAS BANGKOK 19175

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: WTDR/FTI - R. SCHALLER LIMITED

REF : USDOC 8821

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: N/A
R. R. SCHALLER LIMITED

4A. CODE: P

5. 60 SOI ASOKE, SUKHUMVIT ROAD

6. BANGKOK, THAILAND

7. ESTABL: 1946 8. EMPL: 35 9. SIZE: (21-X) SMALL

10. REPUTATION: (22-X) GOOD

11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED
IN ORDER OF IMPORTANCE: THAILAND

12. RPT. DATE: 07/76

13A. 28993/25 IMP. AGENT OF WATER TREATMENT CHEMICALS

13B. 38112/25 IMP. AGENT OF WATER TESTING APPARATUS

13C. 38230/25 IMP. AGENT OF WATER QUALITY MONITORING AND
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CONTROL SYSTEMS

13D. 73910/79 ANALYTICAL AND INDUSTRIAL CHEMISTS, QUALITY
SURVEYORS

14. CONTACT: MR. PORNCCHAI HOLT TITLE: MANAGING DIRECTOR

15. CABLE: RELIANCE 16. TELEX: N/A 17. TEL: 3914325

18. FINANCIAL REFS: HONGKONG & SHANGHAI BANKING CORP.,
SIPHYA ROAD, BANGKOK

19. TRADE REFS: FORMOST DAIRIES CO. (BANGKOK) LTD., LAKSI,
BANGKOK

20. AGENCY REP: NONE

21. SUBJECT FIRM WAS FOUNDED IN 1946 BY THE LATE MR. RUDOLF
SCHALLER, A GERMAN CHEMIST. IN 1965 FIRM WAS REORGANIZED
AND REGISTERED AS A CORPORATION WITH AN AUTHORIZED CAPITAL
OF \$25,000. IT OPERATES AS AN ANALYTICAL AND INDUSTRIAL
CHEMIST AND LICENSED QUALITY SURVEYOR AND PUBLIC WEIGHER.
AT PRESENT, IT SPECIALIZES IN SURVEYING EXPORT SHIPMENTS OF
STICKLAC AND THE HERB RAUWOLFIA SERPENTINA ROOT.
IN RECENT YEARS IT BEGAN TO IMPORT WATER TREATMENT CHEMICALS
AND EQUIPMENT, AND FUMIGATION SUPPLIES FROM THE UNITED STATES,
INDIA AND TAIWAN. IT ALSO ACTS AS A CONTRACTOR FOR SUPPLY AND
INSTALLATION OF WATER TREATMENT SYSTEMS. FIRM HAS FOUR CHEMISTS,
THREE ENGINEERS, THREE MACHANICS AND TWO DRAFTSMEN. ITS
ANNUAL TURNOVER IN 1975 WAS REPORTED TO BE APPROX. \$300,000.
ITS SISTER COMPANY, STANDARD LABORATORY CO., LTD., ACTS AS A
LICENSED SURVEYOR OF GOVERNMENT CONTROLLED COMMODITIES, SUCH AS
CTDN, TAPIOCA AND LUMBER. A LOCAL BANK REPORTS THAT SUBJECT
HAS MAINTAINED A CURRENT ACCOUNT SINCE 1976 AND HAS BEEN GRANTED
CREDIT FACILITIES WITH SATISFACTORY RESULTS. FIRM IS CONSIDERED
TO BE A GOOD TRADE CONTACT FOR U.S. SUPPLIERS.

22. PREPARED BY: SOMSAK APPROVED BY: THOMAS C. STAVE
AT: AMEMBASSY BANGKOK.
WHITEHOUSE

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